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CPJ-146
SEPTEMBER 1963

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SUBJECT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-146

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned and refrigerated citrus salads and sections, canned single-strength fruit drinks and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

CONTENTS

	Page
Highlights.....	3
Frozen concentrated and chilled juices.....	4
Canned single-strength juices.....	7
Canned single-strength fruit drinks.....	10
Canned and refrigerated citrus salads and sections.....	13
Fresh oranges and grapefruit.....	13

Tables and Figures

Frozen concentrated orange juice.....	15
Chilled orange juice.....	17
Canned single-strength orange juice.....	18
Canned single-strength grapefruit juice.....	19
Canned single-strength pineapple juice.....	20
Prune juice.....	21
Tomato juice.....	22
Canned single-strength orange drink.....	23
Canned single-strength pineapple-grapefruit drink.....	24
Canned grapefruit sections.....	25
Miscellaneous canned single-strength juices.....	26
Miscellaneous canned single-strength fruit drinks.....	26
Total canned single-strength juices.....	27
Total canned single-strength fruit drinks.....	27
Refrigerated citrus salads and sections.....	28
Fresh oranges.....	29
Fresh grapefruit.....	29
Prices paid per serving.....	30
Amount spent for juices and canned fruit drinks.....	31
Expenditures per buying family.....	32
Summary of purchases.....	33
Consumer purchases of juices and canned fruit drinks.....	34
Percentage of families buying citrus and other products.....	34
Share of market.....	35
Consumer expenditures for juices and canned fruit drinks (figure).....	35

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

November 1963

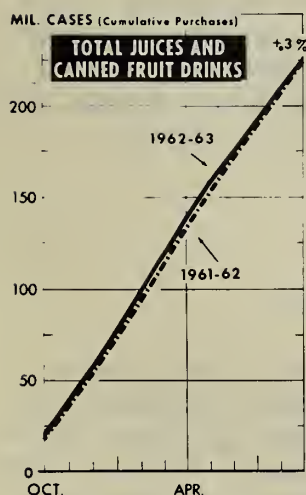
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
SEPTEMBER 1963

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

SUMMARY

Consumer purchases of juices and canned fruit drinks in September 1963 were down 13 percent (2.3 million cases, single-strength equivalent) compared with the same month of 1962. This resulted from a decline in consumption of 4.4 million cases of orange and grapefruit juices offset in part by an increase in use of noncitrus juices and canned fruit drinks. The shift in use, as in other months of 1963, stemmed from losses of citrus fruit due to freezing weather last winter. The December freeze was particularly severe in Florida where most of the orange and grapefruit products are produced.



Retail prices for juices and fruit drinks were up 23 percent to 5.3 cents per 6-ounce serving. Prices of citrus juices rose most, increasing 32 to 75 percent over the low levels of the preceding September. Lesser advances of 7 to 15 percent were recorded for pineapple juice, miscellaneous canned and frozen concentrated juices, and pineapple-grapefruit drink. In contrast, prices of prune and tomato juices were down moderately while those for orange and miscellaneous fruit drinks held about the same.

Consumers reduced their expenditures for frozen concentrated orange juice 14 percent, and for prune juice, 5 percent, below preceding September levels. At the same time, however, they spent greater amounts for other juices and fruit drinks. The net result was an 8 percent gain in total expenditures over September 1962.

Purchases of fresh oranges were down 11 percent, and grapefruit down 28 percent from September 1960, the last comparable month for which data are available. Use of canned grapefruit sections was off 22 percent from September 1962, and purchases of chilled citrus salads were the lowest recorded for the year.

Cumulative purchases of juices and canned fruit drinks in the reporting year October 1962-September 1963 were about the same as in 1961-62. Consumption of orange and grapefruit juices was down 20 percent (22.4 million cases, single-strength) but those losses were counterbalanced by gains of 17 percent in use of noncitrus juices and 27 percent in use of canned fruit drinks. The share of market for citrus juices dropped from 54 percent in prefreeze months when purchases were at record high volumes to 33 percent in September when movement of those products had reverted to levels of the early 1950's.

Prices paid by consumers for juices and fruit drinks averaged 4.8 cents per 6-ounce serving in 1962-63 compared with 4.5 cents in the preceding season. Price advances were reported for all products except for prune and tomato juices, and orange and miscellaneous fruit drinks.

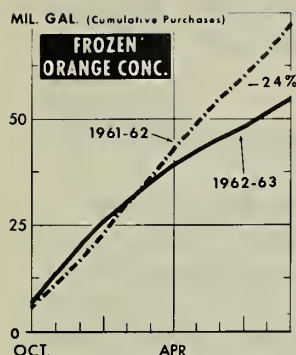
Consumer expenditures for frozen concentrated orange juice were down 7 percent (\$19.7 million) from 1961-62. However, greater amounts were spent for competing products, and total consumer expenditures for juices and fruit drinks were 8 percent -- \$56.9 million -- above those of 1961-62.

FROZEN CONCENTRATED AND CHILLED JUICES

Only 20 Percent of Families Buy Frozen Concentrated Orange Juice

Short supplies, relatively few buyers, and a small size of purchase resulted in the slowest September movement of frozen concentrated orange juice since 1951. ^{1/} (See tables 1, 1A, and 21, and figures 11-14.) Purchases, however, were up from August to reverse the downtrend that had persisted since December. Freezes in that month severely damaged citrus in Florida where most of the frozen concentrated orange juice, as well as other orange and grapefruit products, is produced.

^{1/} Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.



Only 20 percent of the Nation's families bought the juice this September compared with 31 percent a year earlier. Furthermore, the average size of purchase was down 25 percent to 6 cans per buying family. This amount would provide 6-ounce servings for a family of 4 only about once every 5 days. Last September, however, the size of purchase was large enough to serve such a family each 4 days. As a result, retail movement was off 51 percent (3.3 million gallons) from September 1962.

Retail prices were down slightly from August to 28 cents per 6-ounce can, to check the upturn that had brought the price level to a new high in this 14-year series. Prices, however, remained well above the September 1962 average of 16 cents.

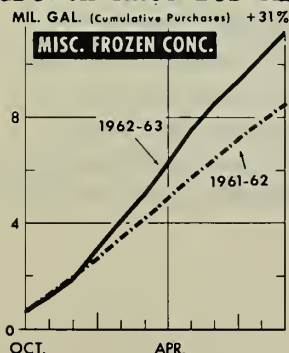
The average buyer spent \$1.72 for the concentrate in September. Although holding about the same as in the 3 preceding months, family expenditures were 31 percent above those of a year earlier. Nonetheless, total September revenues were down 14 percent (\$3.2 million), as fewer families bought. (See tables 18-20.)

Purchases of frozen concentrated orange juice in the reporting year October 1962-September 1963 started at record high levels lasting through December. But after the freeze, purchases dropped to 12-year lows. Cumulative movement for the year was 24 percent -- 17.8 million gallons -- below 1961-62. (See figure in margin.)

Use of competing products, however, increased a similar amount, and the share of market for frozen concentrated orange juice was down to 29 percent in 1962-63 from 38 percent in the preceding season.

Retail prices averaged 21.7 cents per 6-ounce can in 1962-63, an advance of 23 percent over 1961-62. Since the relative decline in purchases was greater, cumulative expenditures were down 7 percent or \$19.7 million. In contrast, gains in expenditures were reported for all competitors.

Growth Rate for Miscellaneous Frozen Juices Slows



September purchases of miscellaneous frozen concentrated juices, such as grape, grapefruit, pineapple, and citrus and other blends increased 16 percent (113,000 gallons) over a year earlier. (See table 21.) However, the usual seasonal gain over August did not occur and movement was the slowest recorded in recent months. Even so, cumulative purchases for the reporting year ending in September were 31 percent -- 2.6 million gallons -- above 1961-62.

Retail prices for these products averaged 21 cents per 6-ounce can in September, the highest reported for several years. As both prices and purchases were up, expenditures in September were 34 percent above, and cumulative expenditures for the reporting year ending in September, 37 percent (\$12.4 million) above corresponding periods of 1961-62.

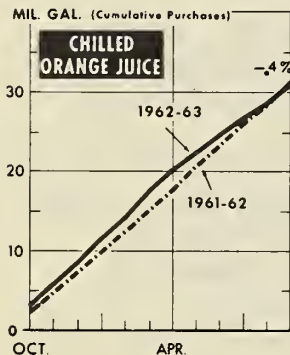
Total Frozen Concentrated Juices Have Only 29 Percent of Household Market

Despite the gain in use of miscellaneous frozen concentrates, purchases of total frozen concentrated juices in September were off 44 percent, 3.2 million gallons, from the corresponding month of 1962. And the share of market dropped from 46 to 29 percent. Correspondingly, the market share for canned single-strength juices was up 8 percentage points and the share for canned fruit drinks increased 9 points.

Cumulative use of frozen concentrated juices in 1962-63 was down 19 percent or 15.2 million gallons from the preceding season. And, although prices were higher, cumulative expenditures were off 2 percent.

Sales of Chilled Orange Juice Slowest in 3 Years

Retail sales of chilled orange juice were down contra-seasonally from August to the lowest volume reported in 3 years. (See figures 2, and 11-14.)



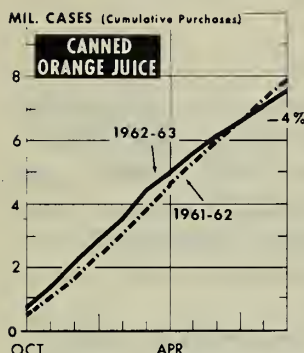
Only 4.6 percent of the Nation's housewives bought the product in September compared with 5.9 percent a year earlier. Moreover, consumption per buying family was down a little to 3.1 quarts. Retail movement, as a result, was off 23 percent or 593,000 gallons.

Retail prices averaged 47.5 cents per quart, almost the highest recorded and well above the below-average price of September 1962. Thus, despite the decline in purchases, the average expenditure per buying family was up sharply to \$1.47 in September, and some gain was reported in total expenditures. (See tables 18-20.)

Purchases of chilled orange juice were at peak levels in the first half of 1962-63, and despite the slowdown in the last half of the year, cumulative purchases held at the 1961-62 level. Prices averaged 42.1 cents for the year compared with 37.6 cents in 1961-62. Total consumer expenditures in 1962-63, consequently, were 11 percent greater than in the preceding season.

CANNED SINGLE-STRENGTH JUICES

More Spent for Canned Orange Juice



Slow retail movement, short supplies, and high prices continued to characterize the household market for canned single-strength orange juice in September. Nevertheless, sales for the month were up contra-seasonally from August. (See figures 3, and 11-14.)

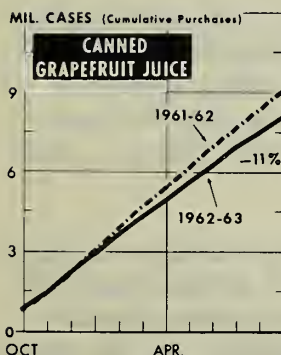
Purchases, however, were down 21 percent (125,000 cases) in comparison with a year earlier, reflecting fewer buyers as well as a smaller average size of purchase.

Retail prices advanced 37 percent over the below-average price of a year earlier to a new high of 48.9 cents per 46-ounce can or to 6.4 cents per 6-ounce serving. This was 9 percent below the cost of frozen concentrated orange juice and 28 percent below chilled orange juice.

As a result of higher prices, the average expenditure per buying family was up substantially from a year earlier to 86 cents and total expenditures were up 8 percent.

The market for the juice was strong in the first quarter of 1962-63. Despite the downsurge in subsequent months, cumulative purchases for the season were only 4 percent below 1961-62. As prices for the year were up 7 percent to 41.7 cents, total consumer expenditures were moderately greater than in 1961-62.

Use of Grapefruit Juice Slowest in Three Years



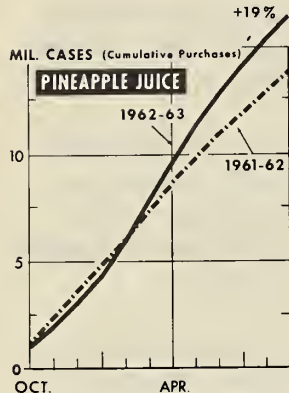
Fewer buyers of canned grapefruit juice this September, together with a small size of purchase, resulted in the slowest movement of the product since 1960. Prices were up, however, and consumer expenditures were at a 5-year high for the month. (See figures 4, and 11-14.)

September purchases were 20 percent -- 144,000 cases -- below a year earlier, to continue the low consumption rates that characterized 1962-63. Cumulative purchases in the reporting year begun October 1962 were 11 percent -- 1 million cases -- below those of the preceding season. (See figure in margin.)

Retail prices remained on the upturn, with the September average up 43 percent from a year earlier to a new high of 38.5 cents per 46-ounce can. A 6-ounce serving of canned grapefruit juice cost 5 cents, about the same as the average for all juices and fruit drinks. In 1961-62, however, it was among the least expensive.

The average expenditure per buying family (78 cents), although down from preceding months, was still well above the September 1962 amount. Similarly, cumulative expenditures for 1962-63 were moderately above the preceding season as a result of an increase in price from 27.7 to 33.1 cents per 46-ounce can. (See tables 18-20.)

Sales of Pineapple Juice Reach a New High



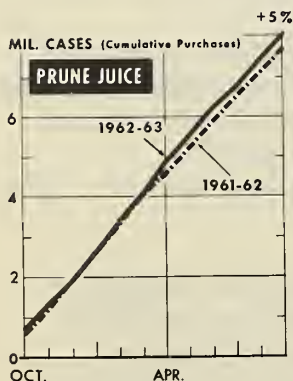
September purchases of pineapple juice surpassed the year-earlier volume by 28 percent (265,000 cases) to continue the strong movement prevailing throughout 1963. Total purchases in 1962-63 were 19 percent -- 2.7 million cases -- above the preceding season, and the greatest recorded in this 14-year series. (See figures 5, and 11-14.)

About 9.3 percent of housewives served the product compared with 7.6 percent in the preceding September. The average size of purchase also was a little larger. Both components of retail movement have been above a year-earlier levels since January.

Combined with the larger movement was an increase in retail price, up 7 percent to a 3-year high of 30.8 cents per 46-ounce can. Even so, pineapple juice was still less expensive than the other products except tomato juice and pineapple-grapefruit drink.

The average expenditure per buying family rose 10 percent over September 1962. Further, total consumer expenditures this September, as well as those for the reporting year ending in September, were well above 1961-62 amounts. (See tables 18-20.)

Prune Juice Market Steady



Retail sales of prune juice this September were virtually unchanged from those of a year earlier. However, movement was slower than in August contrary to the usual seasonal rise. Consumption averaged 2.3 quarts among the 6.6 percent of the Nation's families that bought the juice. (See figures 6, and 11-14.)

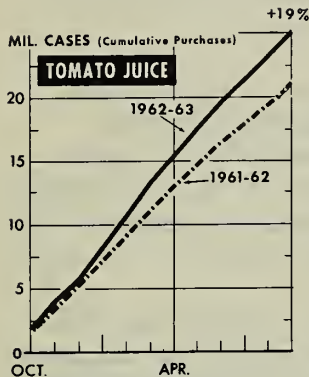
Prices paid were down 1.7 cents from a year earlier to 41.4 cents per quart. This was about the lowest price reported since 1958. As a result, expenditures per buying family declined 9 percent from the preceding September to 96 cents, and total consumer outlay was off 5 percent. (See tables 18-20.)

Cumulative purchases in 1962-63 were 5 percent (370,000 cases) ahead of 1961-62, reflecting heavier buying in 9 of the 12 months. (See figure in margin.) The relative

gain in expenditures was not as great, since prices were down moderately to 42.2 cents per quart.

Market Share for Tomato Juice up Sharply

Household consumers bought tomato juice in record volume in September to bring the share of market up to 11.6 percent from 8.7 percent a year earlier. The product, as usual, was the least expensive reported. (See figures 7 and 11-14.)



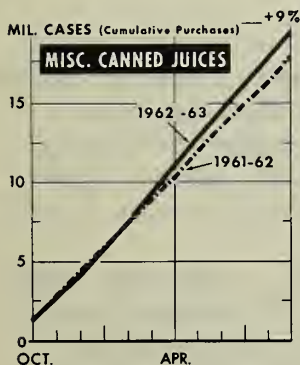
Retail movement was 17 percent (275,000 cases) greater than in the same month of 1962. Generating the gain was an increase in the number of buyers augmented by a larger average size of purchase.

Prices paid for tomato juice, contrary to the general upturn, were down 4 percent for a year earlier to 26.1 cents per 46-ounce can. Although the average expenditure per buying family (57 cents) held about the same as a year earlier, total consumer expenditures were up 12 percent. (See tables 18-20.)

Consumption of tomato juice was greater in all months of 1962-63 than in corresponding periods a year earlier and cumulative purchases were 19 percent -- 4.1 million cases -- ahead of 1961-62. (See figure in margin.) Prices were down moderately to 26.4 cents per 46-ounce can, so the relative gain in consumer expenditures was not as great.

Sales of Miscellaneous Juice Stay on Upturn

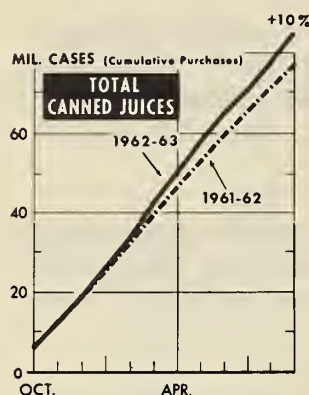
Household consumption of miscellaneous canned single-strength juices such as apple, grape, tangerine, and citrus blends continued to turn upward in September. Purchases were 20 percent greater than a year earlier, reflecting more buyers as well as a larger average size of purchase. (See table 11 and figures 11-14.)



Retail prices reached a new high of 38.9 cents per 46-ounce can to continue the uptrend begun in January. As both purchases and prices were up, September expenditures were 35 percent above those of a year-earlier.

Consumption of miscellaneous juices was slow in the first quarter of 1962-63, but thereafter retail movement was moderately to sharply heavier than year-earlier volumes. Cumulative purchases for the year ending in September were 9 percent -- 1.7 million cases -- above the same 12 months of 1961-62. Cumulative expenditures were up 13 percent.

Canned Juices Account for 39 Percent of Household Market



Household use of total canned single-strength juices increased 9 percent or 540,000 cases over September 1962 despite sharp declines in use of orange and grapefruit juices. Canned juices accounted for 39 percent of all juices and fruit drinks used in the home this September compared with 32 percent a year earlier and 36 percent 2 years earlier. (See table 13, figures 11-14.)

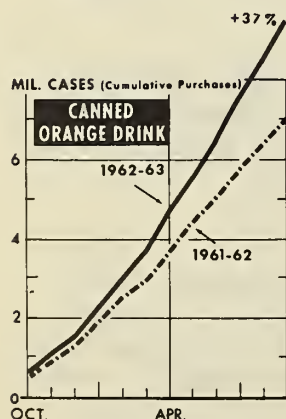
Nearly 40 percent of the Nation's families bought 1 or more of these products in September compared with 38 percent a year earlier. Consumption averaged 21 6-ounce servings, or enough to serve a family of 4 a little oftener than once-a-week. A year earlier, consumption amounted to 20 servings.

September prices were up 7 percent to 36.3 cents per 46-ounce can or to 4.7 cents per 6-ounce serving, the highest recorded for several years. Thus, expenditures per buying family (99 cents) were up 11 percent and total consumer expenditures, 17 percent, from corresponding periods a year earlier.

Cumulative purchases for the reporting season ending in September were 10 percent or 7.4 million cases above 1961-62; almost all of the gain occurred after December. The average price for the year (34.6 cents) was slightly higher, reflecting advances for citrus but steady or lower prices for other juices. Cumulative expenditures rose 11 percent, with increases reported for all of these juices.

CANNED SINGLE-STRENGTH FRUIT DRINKS

More Families Attracted to Orange Drink



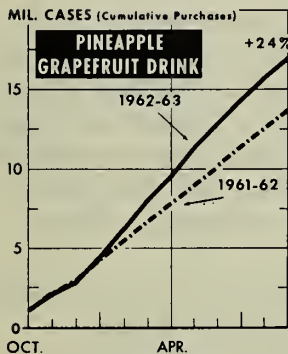
Consumers again made record high use of canned orange drink in September to continue the heavy buying that has prevailed throughout 1962-63. An increased number of buying families accounted for a large part of these gains. (See figures 8 and 11-14.)

September purchases were nearly 50 percent -- 280,000 cases -- above the year earlier volume and were 83 percent above the 1957-61 average. The number of buyers increased to 5.8 percent of the Nation's families, although the size of purchase (2.5 cans) was smaller. Despite the gains over a year-earlier, the seasonal decline from August in volume of purchases and number of buyers was greater than usual.

Prices paid by consumers averaged 30.9 cents per 46-ounce can, almost unchanged from 12 months earlier. The average expenditure per buying family (78 cents) was down, but total consumer expenditures were up 48 percent from the preceding September because the number of buyers increased.

Cumulative purchases in 1962-63 were 37 percent or 2.5 million cases above those in 1961-62. (See figure in margin.) The volume of purchases has more than doubled since 1953-54 with much of the gain occurring in 1962-63. Retail prices were down slightly from 1961-62 to 30.5 cents per 46-ounce can. Even so, total consumer outlay was up 32 percent, the greatest gain recorded for any individually-reported product.

Sales of Pineapple-Grapefruit Drink Also Up



September movement of pineapple-grapefruit drink was the highest yet recorded for this month. Purchases have been at record levels since the freeze. The gains, as for orange drink, were largely due to more buyers. (See figures 9 and 11-14.)

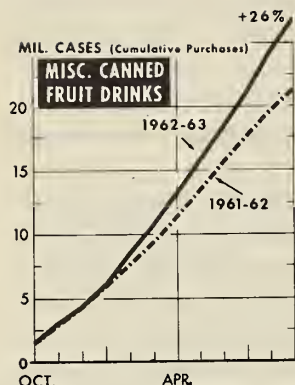
About 8.3 percent of the Nation's housewives served the product this September compared with only 6.9 percent a year earlier. And, although the average size of purchase was smaller, movement was up 17 percent or 183,000 cases.

Retail prices, contrasted to other fruit drinks, were up 11 percent to 29.9 cents per 46-ounce can. Only tomato juice was less expensive. The amount the average buyer spent for the drink rose moderately to 77 cents and total September expenditures increased 30 percent over a year earlier.

Cumulative purchases for the year ending in September were 24 percent -- 3.3 million cases -- above 1961-62. As the average price advanced a little to 27.7 cents per can, the relative gain in cumulative expenditures was still greater. (See tables 18-20.)

Use of Miscellaneous Fruit Drinks up Substantially

Household use of miscellaneous canned fruit drinks -- non-carbonated, nonfrozen fruit drinks, ades and punches other than orange and pineapple-grapefruit -- also held well above the year-earlier level. The strong movement in 1963 stemmed from increases in the number of buyers coupled with a larger average size of purchase. (See table 12, and figures 11-14.)

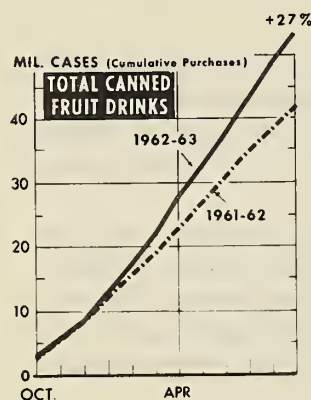


September purchases were 38 percent -- 662,000 cases -- above the year-earlier volume. A rise in the number of users from 11.9 to 15.5 percent of the Nation's families, amplified by a 5 percent increase in the average size of purchase, generated this gain.

Retail prices at 33.7 cents per 46-ounce can were almost unchanged from a year earlier. Hence, the amount consumers spent for these drinks also was 38 percent greater than a year earlier.

Purchases in the reporting year ended in September were 26 percent -- 5.4 million cases -- above 1961-62. The relative gain in cumulative expenditures was not as great since the average price for the year (33.6 cents) was slightly lower.

Canned Fruit Drinks Capture 28 Percent of Household Market



September purchases of total canned single-strength fruit drinks were sharply above the year-earlier volume as they have been throughout 1963. These increases resulted from a greater number of buyers, together with a larger average size of purchase. The relative and absolute gains exceeded those reported for other types of products, and the September share of market rose from 18 to 28 percent. (See table 14, and figures 11-14.)

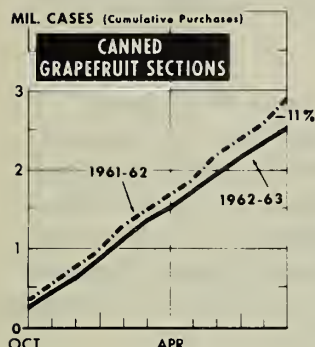
September retail sales were up 33 percent from a year-earlier. The size of purchase averaged 3.3 cans with 23.5 percent of the Nation's families buying. These were increases, compared with September 1962, of 4 percentage points in proportion of buyers and 7 percent in size of purchase.

Prices paid were up slightly from September 1962 to 32.1 cents per 46-ounce can. Prices of canned single-strength juices in comparison advanced 7 percent and frozen concentrated orange juice, 75 percent. As price differentials widened, more families were attracted to fruit drinks. Since March, use of fruit drinks has exceeded the use of frozen concentrated orange juice, the reverse of the pattern that prevailed prior to that time.

Cumulative purchases of fruit drinks in 1962-63 totaled 27 percent (11.3 million cases) above 1961-62. Retail prices at 31.2 cents were almost unchanged. These products were less expensive than the juices, and although they accounted for 28 percent of the quantity of juices and drinks bought for home use in 1962-63, they represented only 20 percent of the expenditures. (See tables 18-20.)

CANNED AND CHILLED CITRUS SALADS AND SECTIONS

Use of Canned Grapefruit Sections Declines



Supplies of canned grapefruit sections remained short and the upturn in prices and downturn in purchases continued in September. (See figures 10 and 12.)

September purchases were 22 percent -- 56,000 cases -- below the corresponding month of 1962. The slow movement was because of a decline in the number of users and in size of purchase; both were the lowest reported for September in the 7 years data are available.

Retail prices were up 0.5 cent from August and 6 cents from September 1962 to a new high of 26.1 cents per No. 303 can. Notwithstanding the decline in purchases, the average buying family expenditure was up 15 percent to 86 cents and total consumer outlay this September was slightly greater than a year ago.

Purchases for 1962-63 were down about 11 percent -- 313,000 cases -- from the preceding season. (See figure in margin.) Nevertheless, cumulative expenditures held about the same as the average price rose from 20.3 to 22.9 cents.

Relatively Few Buy Chilled Citrus Salads

Supplies of chilled citrus salads and sections also were low, and September purchases were only about one-third as great as in October 1962 when these products were first reported. Less than 1 percent of the Nation's families bought compared with about 2 percent at the beginning of the year. The average size purchase, however, compared favorably with earlier months. (See table 15.)

Chilled orange and grapefruit salads accounted for about two-thirds of total purchases. This type of salad was bought at an average price of 82.9 cents per quart. Prices paid for chilled grapefruit sections averaged 65 cents per 26-ounce jar, while all other salads and sections were priced at 82.1 cents per quart.

FRESH ORANGES AND GRAPEFRUIT

13 Percent of Families Buy Oranges

Household purchases of fresh oranges were off 11 percent from September 1960, the last comparable month purchase data were obtained for fresh citrus. The average size of purchase dropped by 3 oranges but the proportion of

families buying (13.5 percent) held about the same. (See table 16.)

A dozen oranges cost an average of 58.3 cents or 8 percent more than 3 years earlier. Even so, the average expenditure per buying family was down moderately to 90 cents, or to about half the amount spent for frozen concentrated orange juice.

Cumulative purchases of oranges in the reporting year beginning in October 1962 were off 36 percent in comparison with 1959-60. The loss was associated with freezing weather that reduced orange and grapefruit crops to relatively-low levels. Retail prices averaged 63.5 cents per dozen for the year, an advance of 28 percent over 3 years earlier. As the loss in sales was greater, retail revenues were down 19 percent or \$34.4 million.

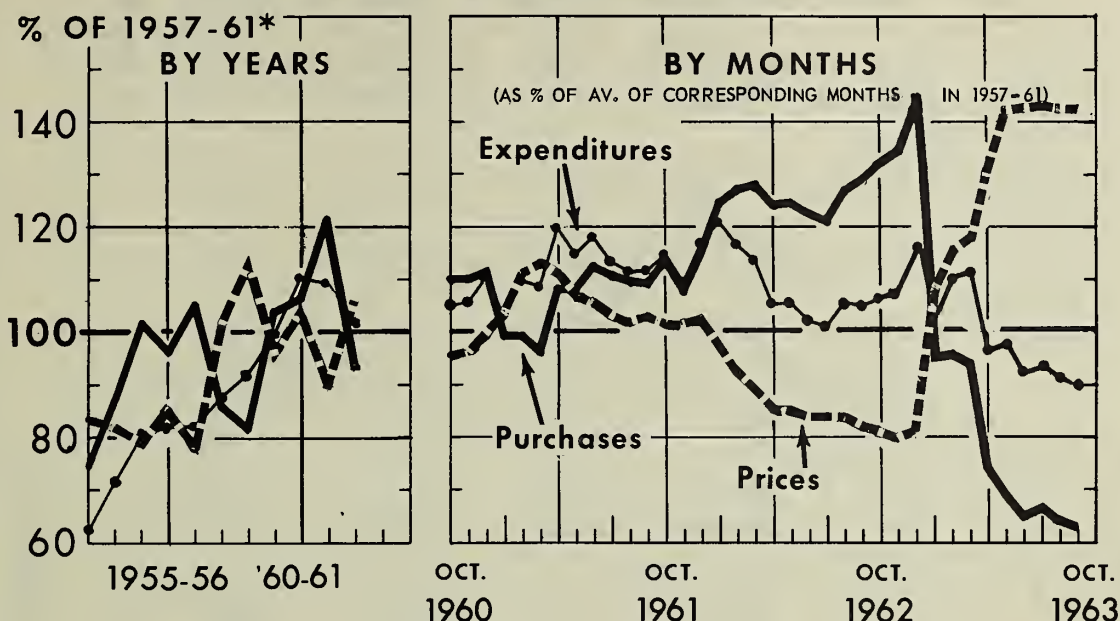
Household Use of Grapefruit Off Sharply

Retail movement of fresh grapefruit in September was down 28 percent from the same month of 1960. The decline resulted from a smaller average size of purchase. (See table 17.)

Retail prices were down sharply from August to \$1.37 per dozen. The average housewife reduced her expenditures for grapefruit to only 52 cents, a level well below amounts spent in earlier months of the year. Total consumer expenditures in 1962-63 were down only 6 percent -- \$5 million -- from 1959-60, although cumulative purchases were off 20 percent.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-	1961-	Average	1962-	1961-	1962-	1961-	1962-	1961-	Average
	1963	1962	1957-61	1963	1962	1963	1962	1963	1962	1957-61
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	gals.	gals.	gals.							
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.	3,801	6,363	5,147	23.2	30.6	38	49	25.4	16.4	19.3
May	3,393	6,123	4,941	21.7	29.5	36	49	27.5	16.4	19.3
June	3,069	5,776	4,740	19.2	28.4	37	48	27.8	16.3	19.5
Apr.-June	10,263	18,262	14,828							
July	3,049	5,543	4,601	19.3	27.2	37	48	28.1	16.4	19.6
Aug.	2,931	5,779	4,580	18.8	28.7	36	47	28.2	16.5	19.8
Sep.	3,222	6,562	5,111	20.2	31.3	37	49	28.0	16.0	19.6
July-Sept.	9,202	17,884	14,292							
Season	54,972	72,753	59,888					21.7	17.7	19.6

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

Table 1A.--FROZEN ORANGE CONCENTRATE IN FREEZE YEARS
Consumer purchases and expenditures, percentage of families buying, and average prices paid,
1962-63 compared with 1957-58 1/

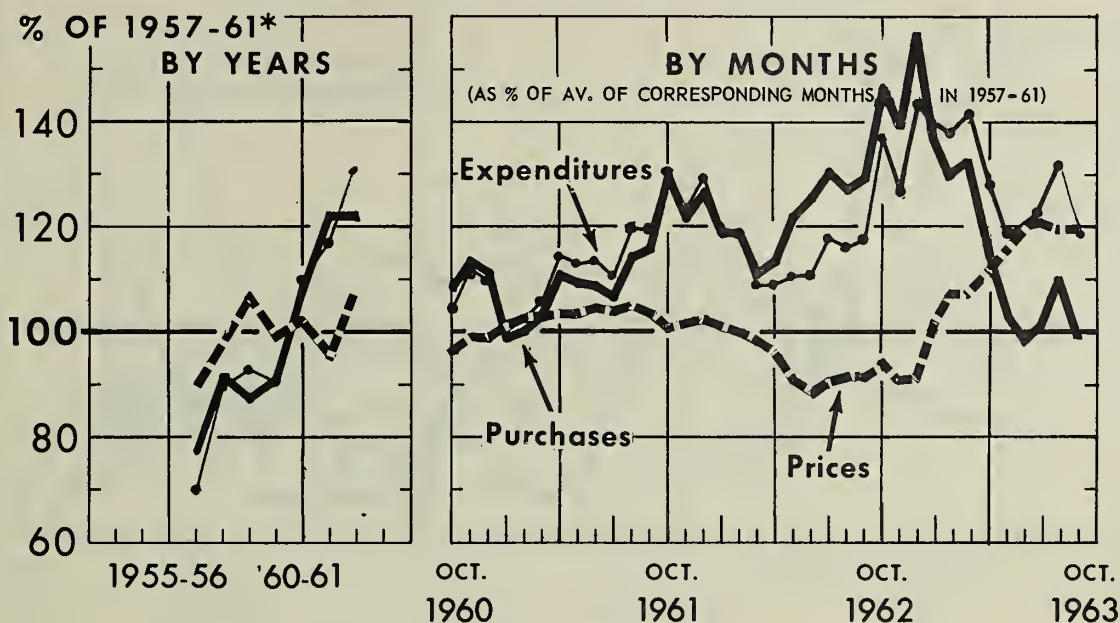
Period 2/	Total Purchases				Proportion of families buying				Purchases per 6-ounce can				Expenditures			
	1962-1963	1957-1958	Change from 1957-1958	Pct.	1962-1963	1957-1958	Difference from 1957-1958	Pct.	1962-1963	1957-1958	Change from 1957-1958	Pct.	1962-1963	1957-1958	Change from 1957-1958	Total
	1,000 gal.	1,000 gal.	Pct.		Oz.	Oz.			Cents	Cents			Dols.	Dols.		1,000 dol.
October	6,719	5,851	+14.8	31.5	49	50	+ .6	30.9	15.9	15.2	+ 4.6	1.32	1.24	1.32	+ 6.5	22,790
November	6,669	5,770	+15.6	31.3	46	50	+ .1	31.2	15.9	15.4	+ 3.2	1.32	1.18	1.32	+11.9	22,621
December	7,215	5,288	+36.4	32.7	45	52	+3.4	29.3	15.7	15.9	- 1.3	1.35	1.19	1.35	+13.4	24,165
Oct.-Dec.	20,603	16,909	+21.8	---	---	---	---	---	---	---	---	---	---	---	---	69,576
January	5,066	4,626	+ 9.5	28.2	42	42	+ .3	27.9	21.3	18.9	+12.7	1.49	1.34	1.49	+11.2	23,020
February	4,983	4,423	+12.7	28.5	41	41	+ .5	28.0	22.6	20.3	+11.3	1.53	1.38	1.53	+10.9	24,024
March	4,855	4,360	+11.4	28.2	41	40	+1.5	26.7	23.2	21.2	+ 9.4	1.55	1.45	1.55	+ 6.9	24,029
Jan.-Mar.	14,904	13,409	+11.1	---	---	---	---	---	---	---	---	---	---	---	---	71,073
Oct.-Mar.	35,507	30,318	+17.1	---	---	---	---	---	---	---	---	---	---	---	---	140,649
April	3,801	3,992	- 4.8	23.2	38	40	-2.0	25.2	25.4	22.2	+14.4	1.61	1.47	1.61	+ 9.5	20,596
May	3,393	3,915	-13.3	21.7	36	42	-2.5	24.2	27.5	22.5	+22.2	1.66	1.56	1.66	+ 6.4	19,905
June	3,069	3,320	- 7.6	19.2	37	35	-4.3	23.5	27.8	23.9	+16.3	1.72	1.41	1.72	+22.0	18,201
Apr.-June	10,263	11,227	- 8.6	---	---	---	---	---	---	---	---	---	---	---	---	58,702
Oct.-June	45,770	41,545	+10.2	---	---	---	---	---	---	---	---	---	---	---	---	199,351
July	3,049	3,284	- 7.2	19.3	37	36	-3.6	22.9	28.1	24.2	+16.1	1.71	1.46	1.71	+17.1	18,277
August	2,931	3,267	-10.3	18.8	36	36	-4.2	23.0	28.2	24.6	+14.6	1.70	1.46	1.70	+16.4	17,633
September	3,222	3,490	- 7.7	20.2	37	36	-3.8	24.0	28.0	24.7	+13.4	1.72	1.50	1.72	+14.7	19,246
July-Sept.	9,202	10,041	- 8.4	---	---	---	---	---	---	---	---	---	---	---	---	55,156
Year	54,972	51,586	+ 6.6	---	---	---	---	---	21.7	20.0	+ 8.5	---	---	---	---	254,507
																220,505

1/ Citrus crops were damaged by freezing weather in December 1957, and December 1962.
Tree and fruit losses were greater in 1962.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

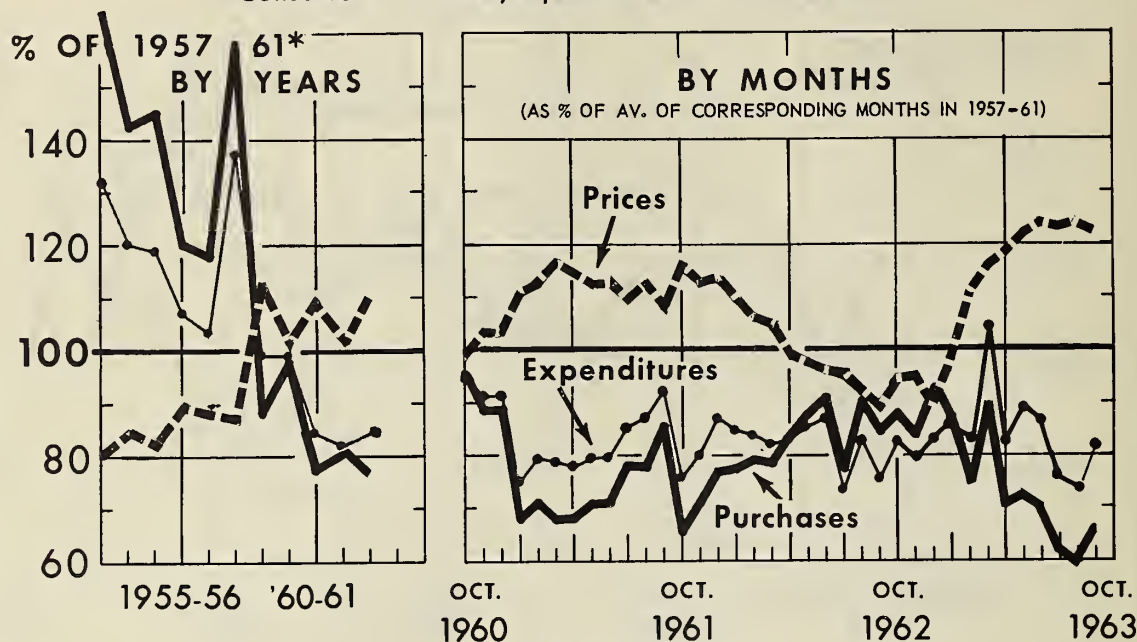
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.	2,555	2,532	2,239	5.6	5.8	106	103	44.1	37.8	39.3
May	2,393	2,840	2,339	5.5	6.3	100	106	44.9	35.1	38.7
June	2,249	2,863	2,291	5.4	6.2	97	108	46.6	33.9	38.3
Apr.-June	7,197	8,235	6,869							
July	2,099	2,681	2,064	5.1	6.2	94	101	47.7	35.4	39.1
Aug.	2,094	2,408	1,901	4.9	5.6	98	100	47.4	36.2	39.6
Sep.	1,951	2,544	1,974	4.6	5.9	99	102	47.5	36.1	39.6
July-Sept.	6,144	7,633	5,939							
Season	30,832	30,960	25,339					42.1	37.6*	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. * Revised.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

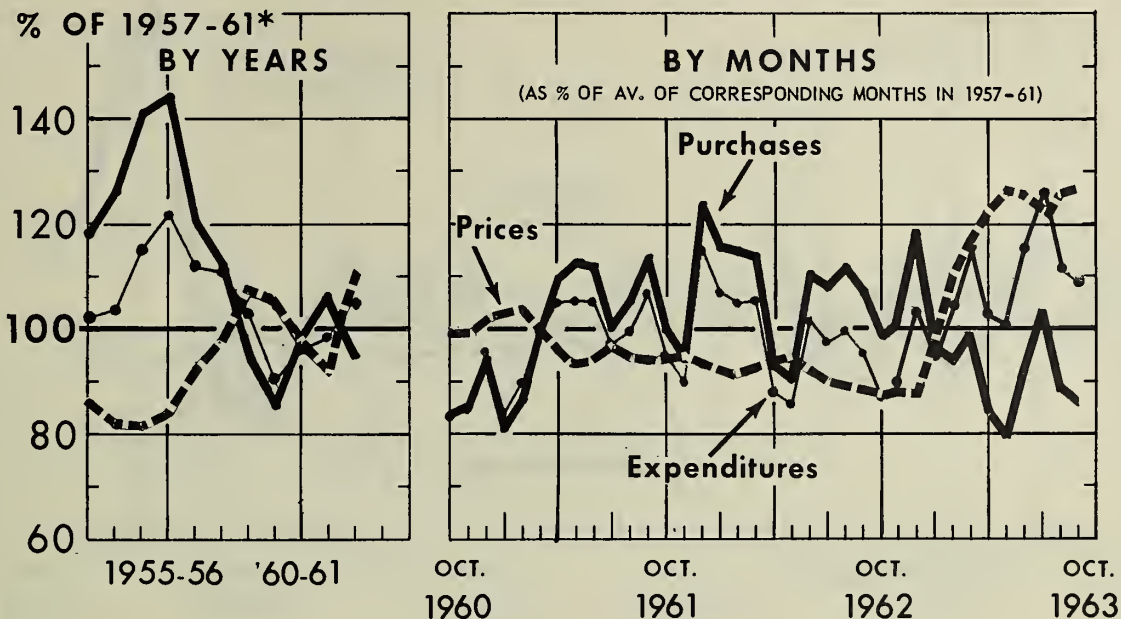
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	823	718	915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	2,282	2,127	2,716							
Apr.	618	736	881	5.7	5.8	85	101	44.9	37.5	37.8
May	611	734	838	5.3	6.0	90	97	46.4	36.9	37.9
June	564	731	806	5.1	6.0	86	96	46.8	36.1	37.7
Apr.-June	1,793	2,201	2,525							
July	467	592	764	4.7	5.1	77	91	47.7	36.5	38.5
Aug.	421	638	708	4.2	5.6	79	90	48.5	35.8	39.0
Sep.	474	599	709	4.6	5.3	81	89	48.9	35.7	39.9
July-Sept.	1,362	1,829	2,181							
Season	7,562	7,869	9,836					41.7	38.8*	38.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case. *Revised.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

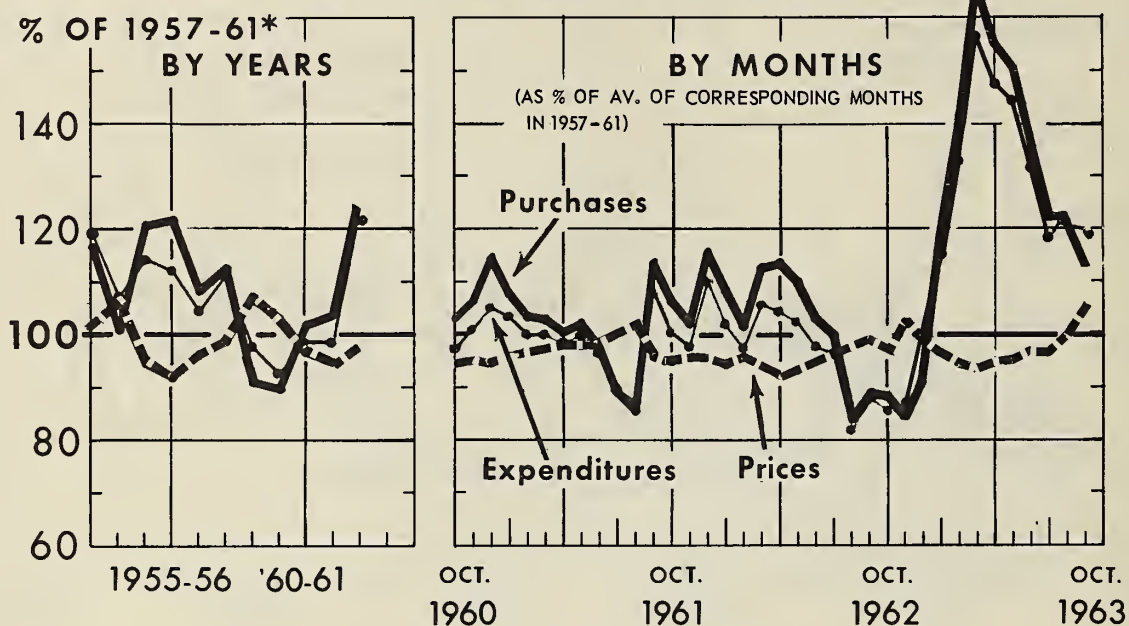
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.	668	740	793	5.2	5.4	100	109	35.7	27.5	29.1
May	621	708	781	5.0	4.8	98	118	36.5	27.3	28.9
June	659	790	714	5.4	5.6	96	111	36.7	26.9	29.2
Apr.-June	1,948	2,238	2,288							
July	652	685	632	5.1	4.9	100	111	37.1	27.3	30.3
Aug.	606	764	683	4.5	5.3	104	114	37.7	26.7	29.9
Sep.	568	712	663	4.8	5.2	93	108	38.5	26.9	30.3
July-Sept.	1,826	2,161	1,978							
Season	8,129	9,156	8,572					33.1	27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

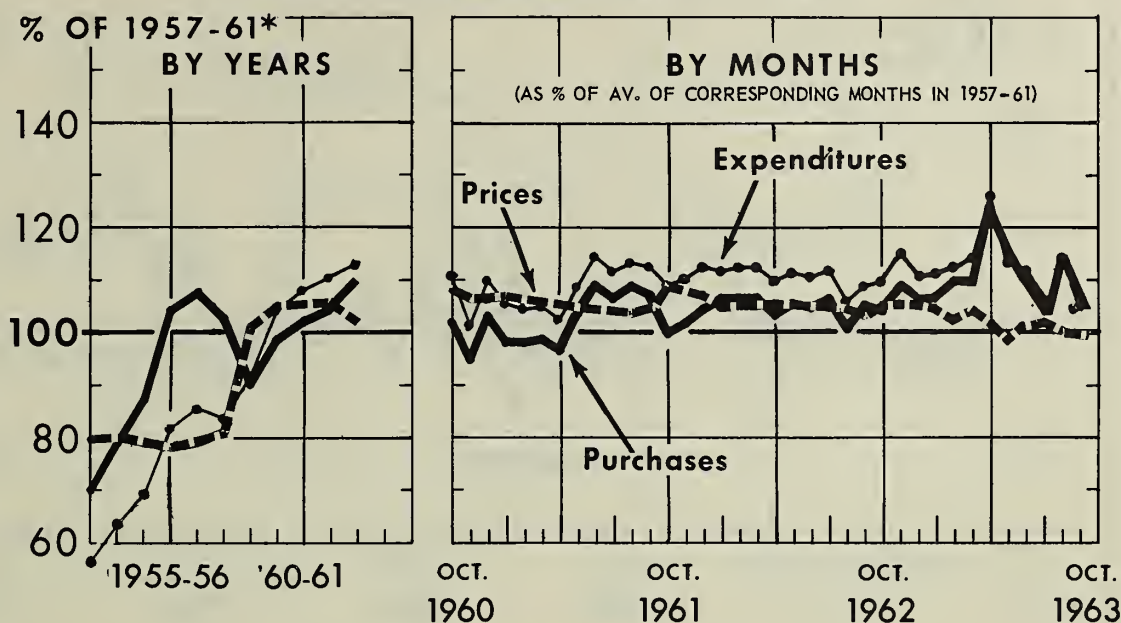
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.	1,721	1,257	1,108	11.6	10.1	116	98	28.4	27.4	29.8
May	1,689	1,234	1,123	11.5	9.7	115	101	28.1	27.3	29.4
June	1,434	1,092	1,061	10.7	8.6	105	101	28.8	28.0	29.6
Apr.-June	4,844	3,583	3,292							
July	1,252	1,020	1,023	10.0	8.0	97	101	29.1	28.9	30.0
Aug.	1,278	875	1,042	9.6	7.5	104	92	29.6	28.8	29.6
Sep.	1,222	957	1,079	9.3	7.6	102	99	30.8	28.8	29.1
July-Sept.	3,752	2,852	3,144							
Season	16,548	13,864	13,340					28.8	28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

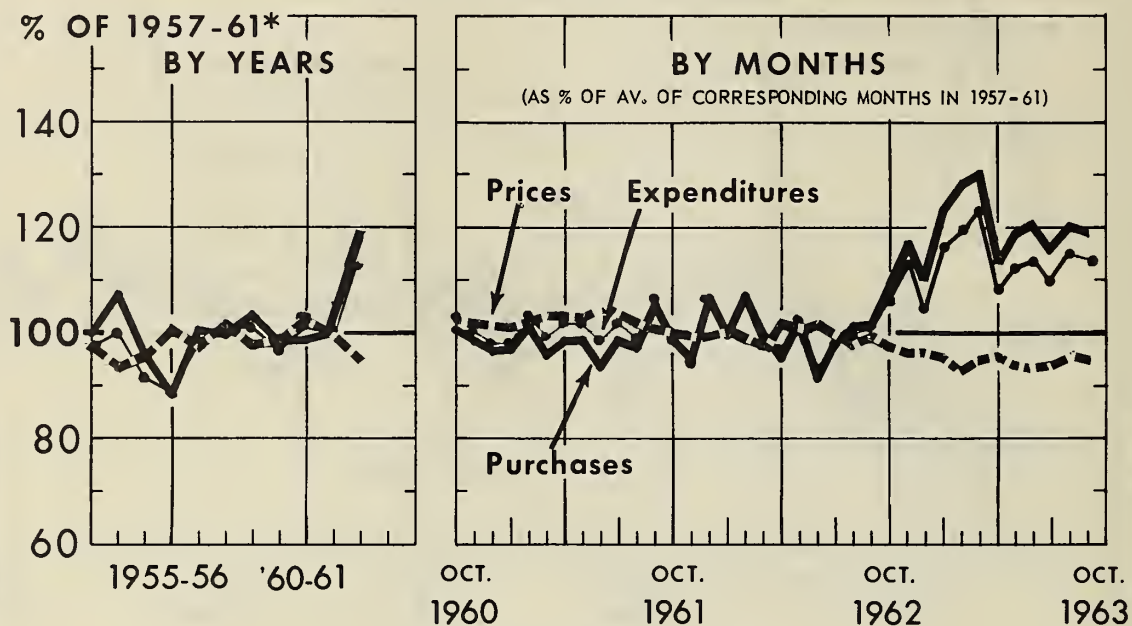
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.	749	625	602	8.1	7.0	73	70	42.3	44.2	41.7
May	700	643	607	7.4	6.7	74	76	41.2	44.1	41.8
June	659	631	600	7.1	6.5	72	76	42.4	43.9	41.7
Apr.-June	2,108	1,899	1,809							
July	594	610	571	6.3	6.2	73	78	42.3	43.8	41.7
Aug.	651	576	569	6.8	6.1	74	75	41.6	43.6	41.6
Sep.	632	636	602	6.6	6.4	74	79	41.4	43.1	41.7
July-Sept.	1,877	1,822	1,742							
Season	8,061	7,690	7,339					42.2	43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

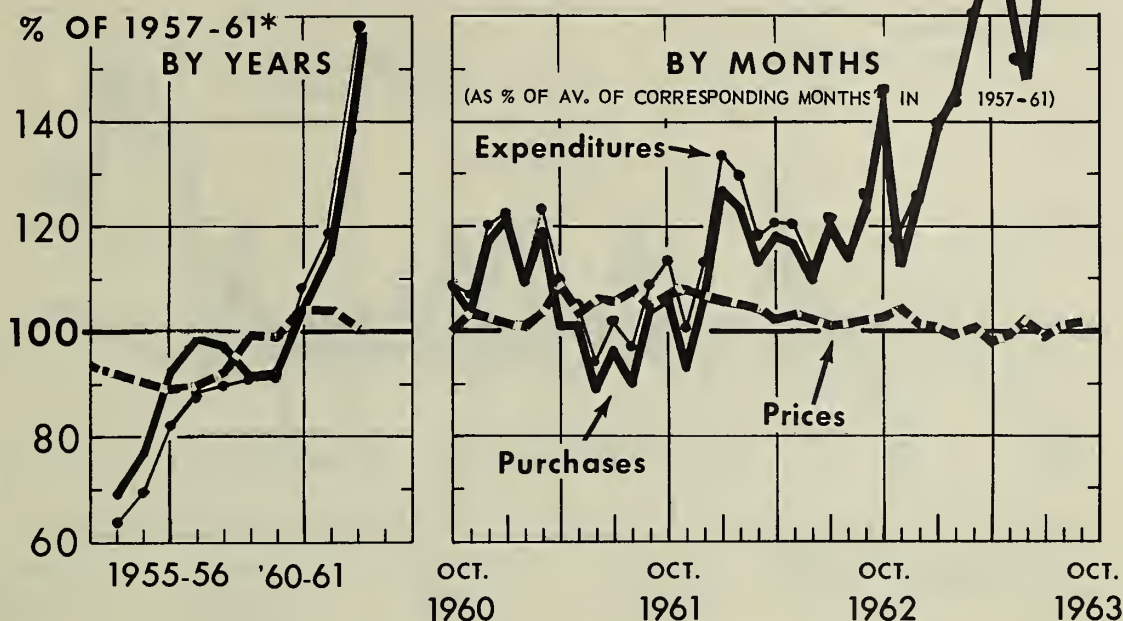
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.	2,129	1,797	1,879	17.2	15.4	97	92	26.6	28.2	27.7
May	2,139	1,832	1,791	17.1	15.4	98	94	26.0	27.8	27.6
June	2,056	1,561	1,700	16.4	13.9	99	89	26.3	28.5	28.0
Apr.-June	6,324	5,190	5,370							
July	1,786	1,509	1,530	14.8	13.6	94	88	26.6	28.2	28.3
Aug.	1,814	1,525	1,501	14.4	13.2	98	91	26.6	27.5	27.9
Sep.	1,896	1,621	1,588	14.6	13.6	101	95	26.1	27.3	27.5
July-Sept.	5,496	4,655	4,619							
Season	25,124	21,063	21,062					26.4	27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

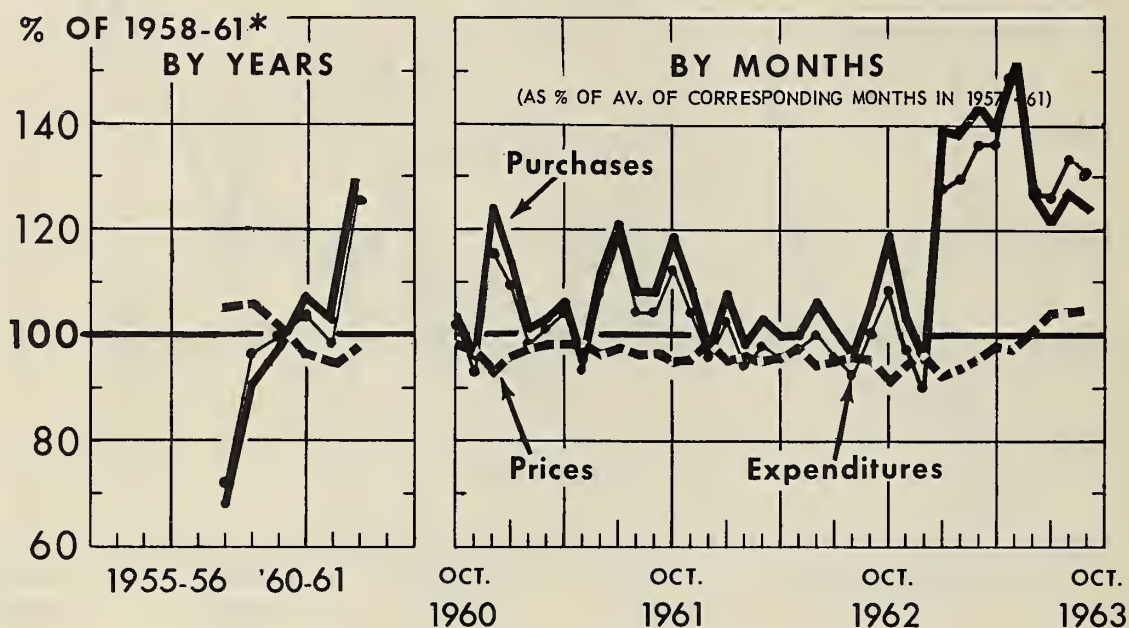
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,161 *	1,769	1,460							
Apr.	975	670	568	6.5	4.7	118	114	30.0	31.2	30.5
May	923	650	558	6.4	4.6	112	113	30.3	31.3	30.4
June	876	650	592	6.3	4.6	109	112	30.4	30.4	29.7
Apr.-June	2,774	1,970	1,718							
July	1,071	741	619	7.5	5.2	112	113	29.6	30.1	29.7
Aug.	1,037	616	541	7.3	4.5	111	108	30.0	30.0	29.6
Sep.	860	579	471	5.8	3.9	116	118	30.9	31.0	30.3
July-Sept.	2,968	1,936	1,631							
Season	9,496	6,956	6,068					30.5	31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case. *Revised.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

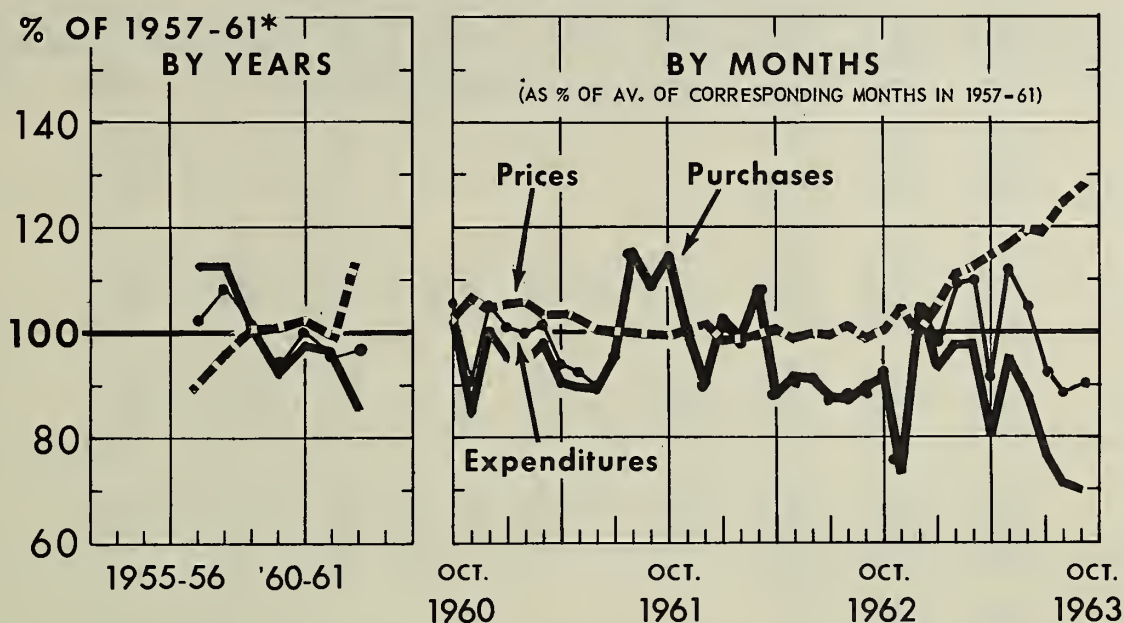
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.	1,606	1,153	1,154	9.7	7.5	130	122	27.7	27.0	28.2
May	1,701	1,120	1,120	10.5	7.4	128	120	27.6	27.5	28.2
June	1,485	1,249	1,176	9.5	7.6	122	130	28.2	26.4	28.0
Apr.-June	4,792	3,522	3,450							
July	1,504	1,253	1,240	9.6	8.0	122	124	28.9	26.4	27.8
Aug.	1,418	1,067	1,108	9.6	6.8	116	124	29.3	26.9	28.0
Sep.	1,260	1,077	1,017	8.3	6.9	119	123	29.9	27.0	28.4
July-Sept.	4,182	3,397	3,365							
Season	16,986	13,646	13,205					27.7	27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	233 *	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	680 *	733	709							
Apr.	182	201	227	3.4	3.5	47	50	23.3	20.4	20.3
May	223	214	233	3.9	3.6	49	53	23.8	20.2	20.4
June	223	233	255	3.9	3.6	51	58	24.5	20.5	20.5
Apr.-June	628	648	715							
July	204	232	264	3.4	3.7	51	55	24.7	20.6	20.7
Aug.	179	221	253	3.1	3.5	51	56	25.6	20.7	20.4
Sep.	200	256	284	3.3	3.8	53	60	26.1	20.1	20.4
July-Sept.	583	709	801							
Season	2,559	2,872	2,977					22.9	20.3	20.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case. * Revised

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.	1,755	1,511	1,611	19.7	17.5	70	68	37.4	36.1	---
May	1,682	1,594	1,678	19.7	18.8	67	67	37.7	34.6	---
June	1,681	1,544	1,573	19.7	18.6	67	66	38.0	35.1	---
Apr.-June	5,118	4,649	4,862							
July	1,682	1,480	1,494	19.5	17.8	67	66	38.2	35.0	---
Aug.	1,648	1,477	1,390	19.0	17.6	68	66	38.3	34.6	---
Sep.	1,630	1,357	1,355	18.1	16.6	70	65	38.9	34.7	---
July-Sept.	4,960	4,314	4,239							
Season	19,444	17,786	18,163					37.2	35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.	2,494	1,885	1,764	16.8	13.7	116	109	33.3	34.5	34.6
May	2,545	2,230	2,031	16.6	14.9	120	119	33.5	33.9	33.9
June	2,674	2,124	2,166	17.9	14.6	117	115	33.3	33.7	33.8
Apr.-June	7,713	6,239	5,961							
July	3,025	2,060	2,021	19.0	14.5	124	112	32.8	33.2	33.4
Aug.	2,786	1,823	1,821	17.6	13.0	124	111	33.1	33.4	33.7
Sep.	2,389	1,727	1,709	15.5	11.9	120	114	33.7	33.8	33.9
July-Sept.	8,200	5,610	5,551							
Season	26,688	21,240	20,256					33.6	34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.	7,640	6,666	6,875	45.7	42.3	131	125	35.1	34.1	---
May	7,442	6,745	6,817	44.9	42.6	130	126	34.8	33.6	---
June	7,053	6,349	6,454	43.6	41.8	127	120	35.4	34.1	---
Apr.-June	22,135	19,760	20,146							
July	6,433	5,896	6,013	41.7	39.5	120	118	35.9	34.4	---
Aug.	6,418	5,855	5,892	40.3	38.4	124	121	36.1	33.7	---
Sep.	6,422	5,882	5,995	39.7	38.4	126	121	36.3	33.8	---
July-Sept.	19,273	17,633	17,900							
Season	84,868	77,428	78,311					34.6	34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.	5,075	3,708	3,558	26.4	21.3	151	138	30.9	31.6	31.7
May	5,169	4,000	3,758	26.5	22.3	153	142	31.0	31.7	31.7
June	5,035	4,023	4,027	26.4	22.5	149	142	31.3	30.9	31.3
Apr.-June	15,279	11,731	11,343							
July	5,600	4,054	4,007	28.0	22.6	156	142	31.1	30.5	30.8
Aug.	5,241	3,506	3,486	26.2	20.0	156	139	31.5	30.8	31.1
Sep.	4,509	3,383	3,233	23.5	19.1	150	140	32.1	31.2	31.5
July-Sept.	15,350	10,943	10,726							
Season	53,170	41,842	40,144					31.2	31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
		buying	family	32-oz.		buying	family	26-oz.
				jar				jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.	156	0.8	47.7	74.1	3/	---	---	---
May	147	0.8	45.9	77.3	3/	---	---	---
Jun.	100	0.5	48.7	77.2	3/	---	---	---
Apr.-Jun.	403							
Jul.	68	0.3	48.6	82.4	3/	---	---	---
Aug.	80	0.3	58.1	79.1	3/	---	---	---
Sep.	78	0.3	55.6	82.9	8	0.1	34.5	65.0
Jul.-Sep.	226				8			
Season	1,584				95			
	Other Citrus Salads				Total Salads and Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	
		buying	family	32-oz.		buying	family	
				jar				
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.	116	0.7	37.5	71.4	298	1.6	45.4	
Mar.	95	0.6	36.9	72.4	286	1.6	42.5	
Jan.-Mar.	346				879			
Apr.	125	0.8	36.2	75.7	281	1.4	47.2	
May	103	0.7	36.1	75.0	250	1.4	43.2	
Jun.	70	0.5	34.8	77.3	170	1.0	44.1	
Apr.-Jun.	298				701			
Jul.	75	0.6	29.3	79.0	143	0.9	37.2	
Aug.	46	0.4	30.5	89.0	126	0.7	44.9	
Sep.	33	0.3	28.2	82.1	119	0.6	45.5	
Jul.-Sep.	154				388			
Season	1,311				2,990			

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	families buying			buying family		Dozen				
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	Doz.	Doz.	Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.	18,016	35,817	48,090	22.5	36.7	17.5	22.4	77.4	53.7	44.8
May	16,790	29,927	43,252	20.8	31.8	17.6	22.8	75.3	51.3	47.4
June	13,997	21,441	31,128	17.4	23.9	17.5	20.9	68.6	54.2	47.8
Apr.-June	48,803	87,185	122,470							
July	12,232	14,214	26,665	14.3	14.8	18.5	22.0	61.0	54.6	45.4
Aug.	10,091	11,182	23,266	11.7	12.1	18.7	21.7	61.8	56.5	45.2
Sep.	11,491	12,916	22,788	13.5	13.6	18.5	21.6	58.3	54.1	46.2
July-Sept.	33,814	38,312	72,719							
Season	236,067	370,884	479,207					63.5	49.7 *	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. *Revised.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	families buying			buying family		Dozen				
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	Doz.	Doz.	Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.	8,933	11,086	13,100	19.4	23.8	10.0	11.0	115.6	94.1	82.1
May	5,946	6,769	9,571	15.0	18.2	8.6	9.1	133.2	107.3	91.5
June	2,663	3,422	5,334	8.7	10.8	6.7	7.6	163.5	116.3	99.9
Apr.-June	17,542	21,277	28,005							
July	765	1,669	2,671	3.2	5.4	5.3	7.0	167.4	119.4	105.9
Aug.	466	1,221	1,514	2.2	3.7	4.7	7.4	166.2	126.8	111.4
Sep.	836	1,156	1,691	3.9	3.7	4.6	7.2	136.9	129.7	112.7
July-Sept.	2,067	4,046	5,876							
Season	76,695	96,337	105,885					107.1	90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date ^{1/}

Month and Year 2/	Frozen concen- trated juices			Chilled orange juice			Canned single-strength juices										Canned single-strength fruit drinks										Average	
	Miscel- laneous			Orange			Grape- fruit		Pine- apple		Prune		Tomato		Miscel- laneous		Average		Orange		Pine- apple		Miscel- laneous		Average		all juices	
	:Orange			:Orange			:Grape- fruit		:Pine- apple		:Prune		:Tomato		:Miscel- laneous		:Average		:Orange		:Pine- apple		:Miscel- laneous		:Average		:all juices	
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1961-62																												
October	5.0	4.8	7.5	5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.1	4.3	3.6	4.4	4.7	4.3	3.6	4.4	4.1	4.2	4.2	4.8				
November	5.0	4.8	7.6	5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.7	4.2	4.3	3.6	4.6	4.8	4.3	3.6	4.6	4.2	4.2	4.8					
December	5.0	4.8	7.7	5.6	3.7	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.2	4.3	3.7	4.6	4.8	4.3	3.7	4.6	4.2	4.2	4.8					
January	4.8	4.6	7.4	5.3	3.6	3.6	8.0	3.7	4.8	4.5	4.2	3.7	4.1	4.2	3.6	4.5	4.6	4.2	3.6	4.5	4.1	4.2	4.5					
February	4.5	4.7	7.2	5.2	3.7	3.7	8.2	3.6	4.7	4.5	4.3	3.6	4.2	4.3	3.5	4.5	4.7	4.3	3.5	4.5	4.2	4.2	4.6					
March	4.4	4.6	7.3	5.1	3.6	3.6	8.2	3.5	4.7	4.4	4.2	3.5	4.1	4.2	3.5	4.4	4.7	4.2	3.5	4.4	4.1	4.1	4.5					
April	4.1	4.6	7.1	4.9	3.6	3.6	8.3	3.7	4.7	4.4	4.1	3.7	4.1	4.1	3.7	4.4	4.7	4.1	3.5	4.5	4.1	4.1	4.4					
May	4.1	4.6	6.6	4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.1	4.1	3.6	4.4	4.5	4.1	3.6	4.4	4.1	4.1	4.3					
June	4.1	4.5	6.4	4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.7	4.0	4.0	3.7	4.4	4.6	4.0	3.4	4.4	4.0	4.0	4.3					
July	4.1	4.4	6.6	4.8	3.6	3.6	8.2	3.7	4.6	4.5	3.9	3.7	4.0	3.9	3.4	4.3	4.6	3.9	3.4	4.3	4.0	4.0	4.3					
August	4.1	4.6	6.8	4.7	3.5	3.5	8.2	3.6	4.5	4.4	3.9	3.6	4.4	3.9	3.5	4.4	4.5	3.9	3.5	4.4	4.0	4.0	4.3					
September	4.0	4.6	6.8	4.7	3.5	3.5	8.1	3.6	4.5	4.4	4.0	3.6	4.4	4.0	3.5	4.4	4.5	4.0	3.5	4.4	4.1	4.1	4.3					
Season	4.4	4.6	7.1	5.1	3.6	3.6	8.2	3.6	4.7	4.5	4.1	3.6	4.5	4.1	3.5	4.5	4.7	4.1	3.5	4.5	4.1	4.1	4.5					
1962-63																												
October	4.0	4.6	7.0	4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.4	4.3	4.0	3.5	4.4	4.7	4.0	3.5	4.4	4.0	4.0	4.3					
November	4.0	4.6	6.8	4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.4	4.3	4.1	3.6	4.5	4.6	4.1	3.6	4.5	4.1	4.1	4.3					
December	3.9	4.5	6.8	4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.5	4.4	4.1	3.6	4.5	4.6	4.1	3.6	4.5	4.2	4.2	4.3					
January	5.3	4.6	7.5	4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.5	4.4	4.0	3.4	4.4	4.7	4.0	3.4	4.4	4.0	4.0	4.7					
February	5.6	4.8	7.8	5.5	4.4	3.7	8.0	3.4	4.8	4.4	4.0	3.4	4.4	4.0	3.5	4.5	4.8	4.0	3.5	4.5	4.0	4.0	4.9					
March	5.8	4.8	8.0	5.7	4.6	3.7	8.1	3.4	4.9	4.5	4.1	3.4	4.5	4.1	3.5	4.4	4.9	4.1	3.5	4.4	4.0	4.0	4.9					
April	6.4	4.8	8.3	5.9	4.7	3.7	7.9	3.5	4.9	4.6	3.9	3.5	4.6	3.9	3.6	4.3	4.9	4.0	3.6	4.3	4.0	4.0	5.0					
May	6.9	4.8	8.4	6.1	4.8	3.7	7.7	3.4	4.9	4.5	4.0	3.4	4.5	4.0	3.6	4.4	4.9	4.0	3.6	4.4	4.0	4.0	5.1					
June	7.0	5.1	8.7	6.1	4.8	3.8	8.0	3.4	5.0	4.6	4.0	3.4	4.6	4.0	3.7	4.3	5.0	4.1	3.7	4.3	4.1	4.1	5.1					
July	7.0	5.1	8.9	6.2	4.8	3.8	7.9	3.5	5.0	4.7	3.9	3.5	4.7	3.9	3.8	4.3	5.0	4.1	3.8	4.3	4.1	4.1	5.2					
August	7.1	5.2	8.9	6.3	4.9	3.9	7.8	3.5	5.0	4.7	3.9	3.5	4.7	3.9	3.8	4.3	5.0	4.1	3.8	4.3	4.1	4.1	5.2					
September	7.0	5.2	8.9	6.4	5.0	4.0	7.8	3.4	5.1	4.7	4.0	3.4	4.7	4.0	3.9	4.4	5.1	4.2	3.9	4.4	4.2	4.2	5.3					
Season	5.4	4.8	7.9	5.4	4.3	3.8	7.9	3.4	4.8	4.5	4.0	3.4	4.5	4.1	3.6	4.4	4.8	4.1	3.6	4.4	4.1	4.1	4.8					

^{1/} Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. ^{2/} Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.--Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices										Canned single-strength fruit drinks												All juices & fruit drinks
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	Orange dollars	Grape- fruit dollars	Pine- apple dollars	Prune dollars	Tomato dollars	Miscel- laneous dollars	Total dollars	Orange dollars	Pine- apple dollars	Miscel- laneous dollars	Total dollars	Orange dollars	Pine- apple dollars	Miscel- laneous dollars	Total dollars	Orange dollars	Pine- apple dollars	Miscel- laneous dollars	Total dollars	Orange dollars	Pine- apple dollars	Miscel- laneous dollars	Total dollars
1961-62																													
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	61,684														
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	58,016														
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	60,181														
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	66,652														
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	65,183														
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	64,438														
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	61,341														
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	20,314	1,911	2,893	7,100	11,904	61,489														
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	58,783														
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	56,751														
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	54,937														
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	57,398														
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	726,853														
1962-63																													
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,884	4,877	9,528	59,616														
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	58,362														
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	59,539														
January	23,020	3,987	4,591	2,670	2,018	3,720	3,995	5,921	5,313	23,637	2,091	3,925	5,899	11,915	67,150														
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347	6,987	13,328	71,969														
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411	7,037	13,661	74,861														
April	20,596	4,755	4,507	2,606	2,240	4,590	4,277	5,318	6,164	25,195	2,747	4,178	7,799	14,724	69,777														
May	19,905	4,999	4,298	2,662	2,129	4,457	3,893	5,223	5,955	24,319	2,626	4,409	8,007	15,042	68,563														
June	18,201	4,222	4,192	2,479	2,271	3,879	3,772	5,078	5,999	23,478	2,501	3,933	8,362	14,796	64,889														
July	18,277	3,911	4,005	2,092	2,272	3,422	3,392	4,462	6,034	21,674	2,977	4,082	9,318	16,377	64,244														
August	17,633	3,832	3,970	1,918	2,146	3,553	3,656	4,532	5,928	21,733	2,922	3,902	8,660	15,484	62,652														
September	19,246	3,683	3,707	2,177	2,054	3,535	3,532	4,647	5,955	21,900	2,496	3,538	7,561	13,595	62,131														
Season	254,507	45,980	51,938	29,640	25,238	44,790	45,975	62,214	67,844	275,701	27,219	44,218	84,190	155,627	783,753														

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.--Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons 1/

Year and month 2/	Canned single-strength juices																Canned single-strength fruit drinks																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
	Frozen				Chilled				Orange								Pine-apple				Prune				Tomato				Miscel-laneous				All				Orange				Grape-grape-fruit				Pine-apple				Miscel-laneous				All				Fresh oranges				Fresh grape-fruit				Canned grape-fruit sections																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars

1/ Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

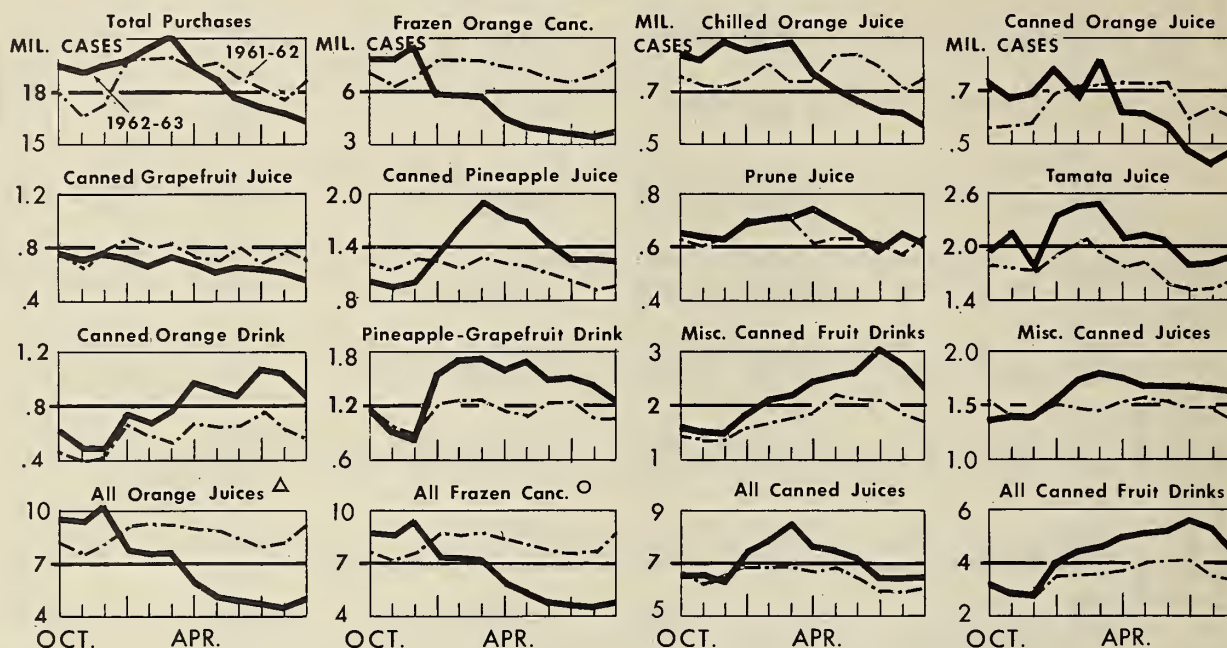
Table 21.--SUMMARY: Volume and distribution of purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, September 1963, with comparisons 1/

Commodity	Total purchases			Proportion of families buying			Purchase per buying family			Average price paid	
	Volume		Share of market	Sept. 1963		Sept. 1963	Sept. 1963		Sept. 1963	Sept. 1963	
	Sept. 1963	Sept. 1962		Sept. 1963	Sept. 1962		Sept. 1963	Sept. 1962		Sept. 1963	Sept. 1962
FROZEN CONCENTRATED JUICES	1,000 gals.	1,000 gals.									
Orange	3,222	6,562	23.4	41.7	20.2	31.3	18.1	25.6	36.9	49.2	6
Miscellaneous	822	709	6.0	4.5	---	---	16.3	17.0	---	---	6
Total	4,044	7,271	29.4	46.2	---	---	---	---	---	---	*
CHILLED ORANGE JUICE	1,951	2,544	3.5	4.0	4.6	5.9	39.9	41.8	98.8	101.9	32
CANNED SINGLE-STRENGTH JUICES:	1,000 cases	1,000 cases									
Orange	474	599	2.9	3.2	4.6	5.3	50.1	55.0	80.7	89.4	46
Grapefruit	568	712	3.5	3.8	4.8	5.2	56.0	71.6	92.9	107.9	46
Pineapple	1,222	957	7.5	5.2	9.3	7.6	71.1	67.7	102.1	99.3	46
Prune	632	636	3.9	3.4	6.6	6.4	43.0	42.8	74.5	78.8	32
Tomato	1,896	1,621	11.6	8.7	14.6	13.6	66.4	65.0	101.3	94.6	46
Miscellaneous	1,630	1,357	10.0	7.3	18.1	16.6	40.8	36.7	70.4	64.8	46
Total	6,422	5,882	39.4	31.6	39.7	38.4	53.4	52.6	126.0	121.3	*
CANNED SINGLE-STRENGTH FRUIT DRINKS:											
Orange	860	579	5.3	3.1	5.8	3.9	79.6	75.5	115.6	118.5	46
Pineapple-grapefruit	1,260	1,077	7.7	5.8	8.3	6.9	81.9	85.9	118.7	122.9	46
Miscellaneous	2,389	1,727	14.7	9.3	15.5	11.9	67.0	65.5	120.3	114.5	46
Total	4,509	3,383	27.7	18.2	23.5	19.1	73.1	72.7	149.6	140.1	*
TOTAL JUICES & DRINKS 3/	16,301	18,635	100.0	100.0	---	---	---	---	---	---	*
CANNED GRAPEFRUIT SECTIONS	200	256	---	---	3.3	3.8	33.1	40.5	52.6	59.6	16
REFRIGERATED PRODUCTS:											
Orange & grapefruit sec.	78	---	---	---	3	---	34.0	---	55.6	---	32
Grapefruit sections	8	---	---	---	.1	---	27.6	---	34.5	---	26
Other citrus salads	33	---	---	---	.3	---	26.0	---	28.2	---	32
Total	119	---	---	---	.6	---	30.8	---	45.5	---	---
FRESH CITRUS FRUIT: 4/	1,000 doz.	1,000 doz.									
Oranges	11,491	12,916	---	---	13.5	13.6	11.4	12.0	18.5	21.6	1
Grapefruit	836	1,156	---	---	3.9	3.7	3.6	4.0	4.6	7.2	1

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data are for September 1960. * Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's



△ CONCENTRATE, CHILLED AND CANNED

○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

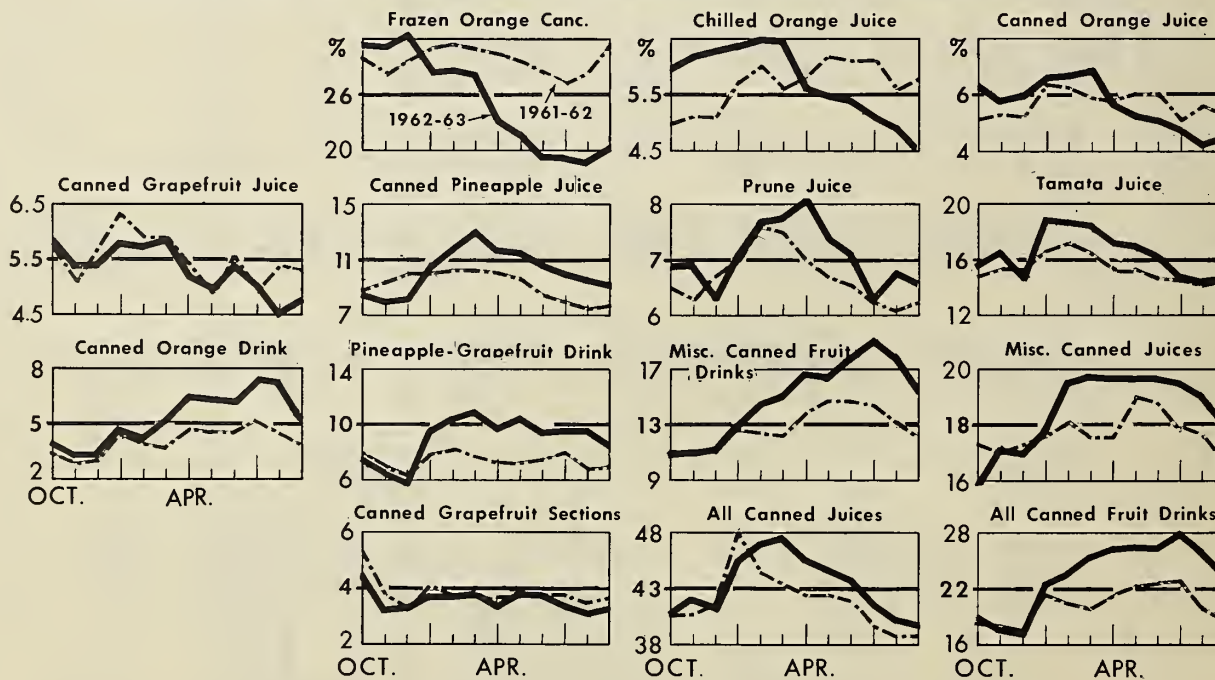


Figure 12

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 1188

ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

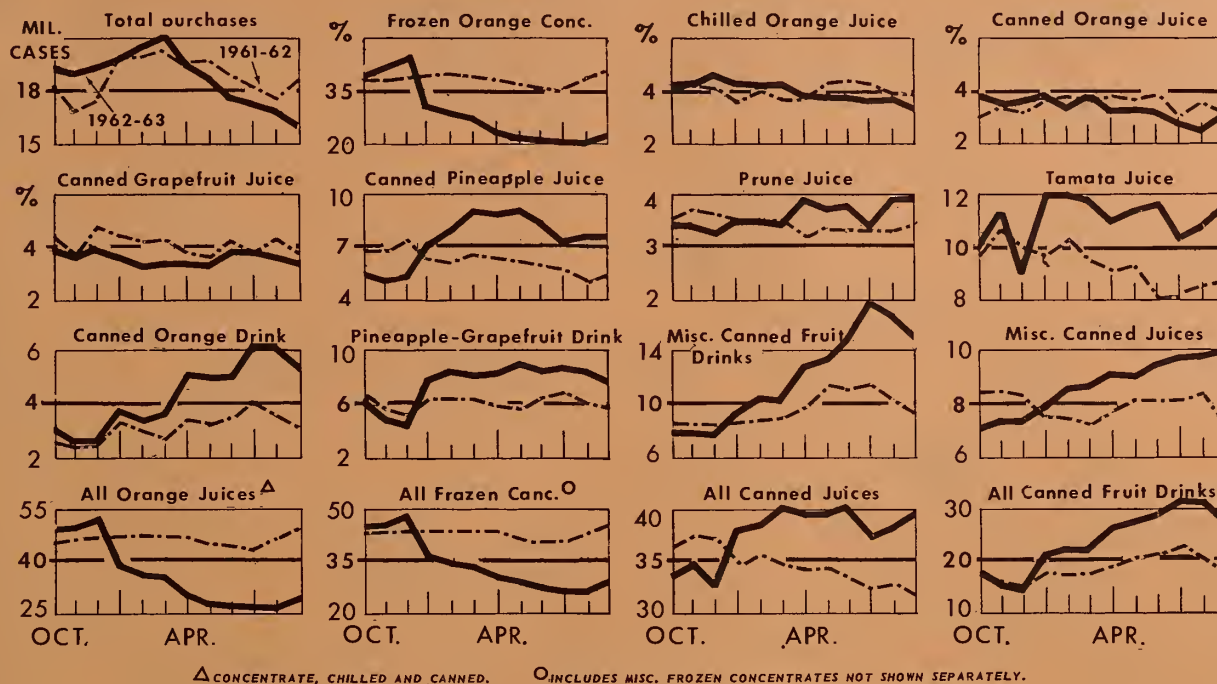


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

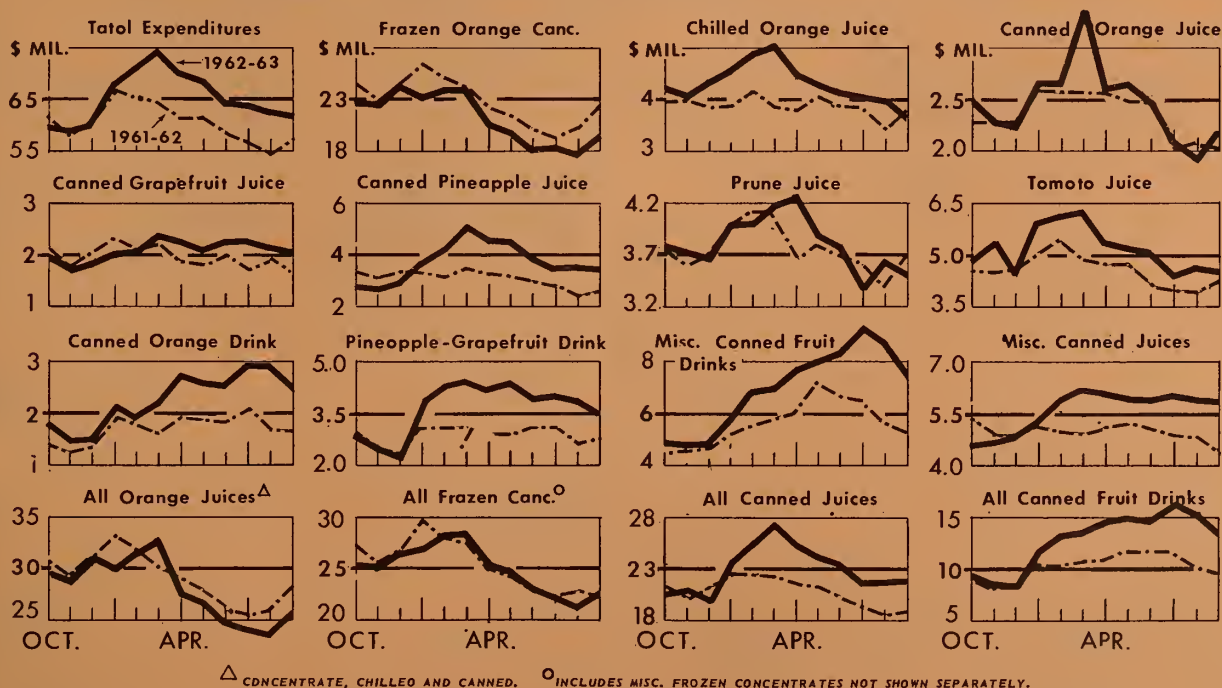


Figure 14

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

UNITED STATES DEPARTMENT OF AGRICULTURE

Washington D. C. 20250

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